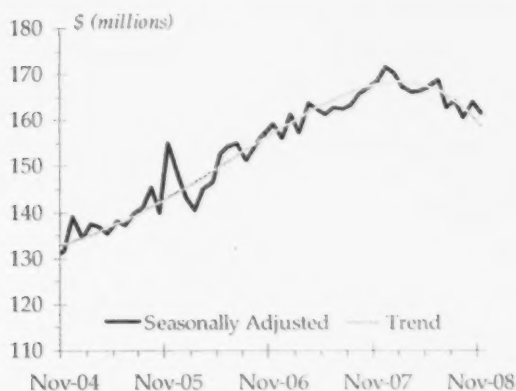


Tourism Sector Monitor ♦ February 2009

Room Revenue

Provincial room revenues fell (-1.5%, *seasonally adjusted*) in November after see-sawing since June. The North Coast (+2.1%) and Vancouver Island/Coast (+0.5%) were the only regions to experience gains. However, dips in Northeast (-5.7%), Cariboo (-5.3%), Mainland/Southwest (-2.1%), Nechako (-1.1%), Thompson/Okanagan (-0.6%), and Kootenay (-0.1%) led to an overall decline in provincial room revenues. Accommodation revenues have been lagging particularly in Mainland/Southwest, Kootenay and Nechako, where room revenues have slipped for four out of the past five months.

Room revenues took another dip in November



Data Source: BC Stats

Hotel revenues slid (-0.5%) in November as a result of decreased activity at all but one type, including very large (251+ rooms; -1.1%), large, mid-sized (76-150 rooms; -0.4%) and small (1-75 rooms; -0.1%) hotels. Only large hotels (151-250 rooms; +0.1%) showed positive growth.

Room revenues at motels also fell (-2.3%) for the third consecutive month. However, room receipts at other accommodation types, including B&Bs and fishing lodges, were up (+2.4%), despite reduced business at vacation rentals (-1.7%).

Table 1: Room Revenue
(seasonally adjusted)

	Nov-08 (\$000)	Oct-08 (\$000)	change %
Accommodation Type			
Total	161,495	163,943	- 1.5
Hotels	119,778	120,422	- 0.5
Motels	19,353	19,804	- 2.3
Other Accommodations	23,011	22,965	+ 0.2
Regions (Top 3 performers)			
North Coast	2,379	2,329	+ 2.1
Vancouver Island/Coast	28,037	27,892	+ 0.5
Kootenay	7,800	7,811	- 0.1

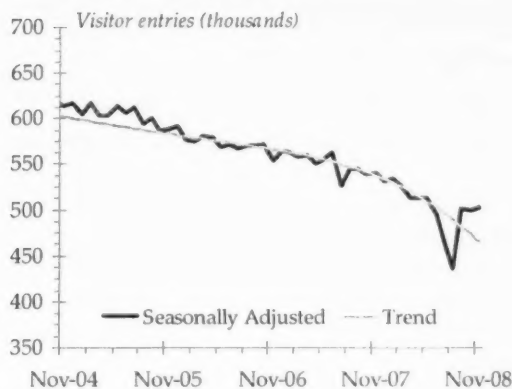
Data Source: BC Stats

Visitor Entries

The number of travellers entering Canada via BC inched up slightly (+0.7%) in November due to an increase in the number of US visitors (+1.4%) entering the province. A rise in overnight (+2.4%) visitors from the US offset a slight decline in same-day American (-0.6%) travellers.

However, there were fewer visitors from overseas countries (-1.3%) as a result of a decline in visitors from Asia (-0.3%), Europe (-2.0%) and other countries (-1.9%).

Visitor entries up slightly and recovering



Data Source: Statistics Canada

Table 2: Traveller Entries
(seasonally adjusted)

	Nov-08 (000s)	Oct-08 (000s)	change %
American visitors			
Total	380	375	+ 1.4
Same-day	126	127	- 0.6
Overnight	254	248	+ 2.4
Overseas visitors			
Total	122	124	- 1.3
Europe	41	42	- 2.0
Germany	7	7	- 0.8
Asia	53	53	- 0.3
Taiwan	3	4	- 0.8
South Korea	8	9	- 9.1
Other	28	29	- 1.9

Data Source: BC Stats & Statistics Canada

Other Indicators

The occupancy rate (+0.1 percentage points) as well as the average room charge (+0.6%) in BC's hotel industry inched up slightly in November. Both domestic and trans-border traffic through Vancouver International Airport slipped in November. However, the number of travellers from other international locations surged following seven months of decline, leading an

overall boost in traffic. Victoria International Airport also serviced more (+0.8%) passengers.

Fewer vehicles (-0.6%) and passengers (-0.6%) boarded BC Ferries in November.

Revenues at BC's food services and drinking places gained 1.5% in November, due to a surge in sales at drinking places (+5.7%) and food service establishments (+1.1%).

Table 3: Other Tourism Indicators
(seasonally adjusted)

	Nov-08	change from Oct-08
Hotel Industry		
Occupancy Rate (%)	62.9	+0.1 pp
Average Room Charge (\$)	134.50	+ 0.6
Airport Passengers	(000s)	(%)
Vancouver International Airport		
Total Traffic	1,445	+ 1.3
US (trans-border)	345	- 0.5
Other International	337	+ 7.3
Canada (domestic)	763	- 0.4
Victoria International Airport		
Total Traffic	131	+ 0.8
Food Services Receipts	(\$ millions)	(%)
All Establishments	668	+ 1.5
Food Service	624	+ 1.1
Drinking Places	45	+ 5.7
Transportation	(000s)	(%)
BC Ferries		
Vehicle Volume	665	- 0.6
Passenger Volume	1,713	- 0.6
Exchange Rates	Cdn \$	
US Dollar (\$)	0.821	-0.02
UK Pound (£)	0.536	+0.03
Japanese Yen (¥)	79.491	-4.72
Australian Dollar (\$)	1.247	+0.01

Data Source: Statistics Canada (pp = percentage points)

A look ahead—December 2008

Preliminary figures indicate a downturn (-2.0%) in BC room revenues in December. North Coast (+7.0%) was the only region to experience a gain, while drops were most pronounced in Northeast (-6.7%) and Nechako (-6.0%). Thompson/Okanagan (-3.4%), Vancouver Island/Coast (-3.3%), Mainland/Southwest (-1.1%), Kootenay (-1.0%) and Cariboo (-0.9%) also contributed to the overall decline.

Hotel revenues (-2.1%) slipped in December due to reduced activity at very large (251+ rooms; -3.6%), mid-sized (76-150 rooms; -3.3%), and small (1-75 rooms; -1.0%) hotels which offset a rise in room receipts at large (151-250 rooms; +2.1%) hotels. Revenues at motels (0.0%) held steady, while activity at other accommodations (-3.9%) was down, largely resulting from a downturn at vacation rentals (-4.4%).

There were fewer (-2.9%) American travellers entering Canada via BC in December. This was

due to a slump (-7.6%) in same-day travellers as well as a slight decline (-0.5%) in the number of overnight visitors. Despite a boost in visitors from Asia (+3.8%), travellers from overseas countries slid (-0.5%) as a result of fewer travellers from Europe (-0.2%) and a sharp drop in visitors from other locations (-8.8%). Overall, the number of visitors entering Canada via BC fell 2.3%.

Passenger traffic at Vancouver International Airport slipped (-1.2%) as a result of fewer domestic (-2.5%) and trans-border (-1.2%) travel. Volumes at Victoria International Airport experienced a substantial shortfall (-9.4%), the biggest since 9/11. BC Ferries also saw another drop in both foot passenger (-2.7%) and vehicle (-3.3%) traffic.

Note about preliminary numbers

Companies file their hotel room taxes with varying delays. The initial data retrieved by BC Stats may be revised considerably over the following months. BC Stats reports room revenues with a three-month lag. For example, data for January are not reported until April. However, we also report "preliminary data" with a two-month lag.

How accurate is the preliminary data? Over 24 reports in 2006-2008, seasonally adjusted preliminary numbers—reported in the "look ahead" section—were lower than subsequently reported estimates by an average of 0.2 percentage points, thereby either underestimating growths or overestimating declines. This is partly because the initial data retrieved at the time the estimates are calculated are not always complete. For example, if the preliminary figure is 1.5, the actual number probably is around 1.7. And if the preliminary figure is -0.5, the actual number is about -0.3.

Special Focus: Okanagan-Similkameen — Wine country

Author: Hayley Cavallin

Introduction

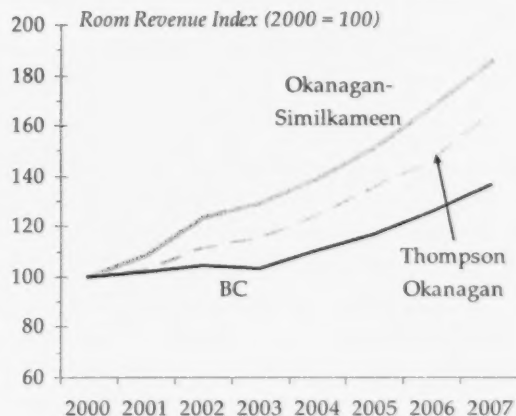
Located in the southernmost region of Thompson/Okanagan, Okanagan-Similkameen attracts visitors with its spectacular wineries and vineyards which are clustered throughout the entire area. With wine festivals offered during every season, providing visitors with wine-tastings and tours, Thompson/Okanagan, particularly Okanagan-Similkameen, has been deemed a "Napa of the North." Towns and municipalities located within the boundaries of Okanagan-Similkameen are home to most of the province's vineyards.



Room Revenues

Despite only moderate growth in 2007 (+10.7%), room revenues in Okanagan-Similkameen have expanded (+86%) at more than twice the provincial rate (+36%) since 2000. They have also outpaced room revenues in all other Thompson/Okanagan regional districts. By 2007, room receipts in Okanagan-Similkameen totalled \$53.6 million.

Okanagan-Similkameen room revenues have outpaced those in Thompson/Okanagan and BC since 2000

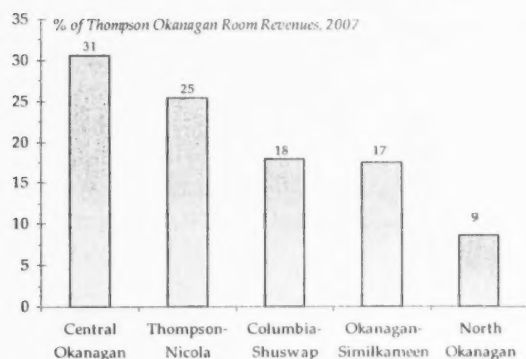


Data source: BC Stats

Okanagan-Similkameen, which includes, but is not limited to, the Town of Osoyoos, Oliver/Okanagan Falls¹, and the City of Penticton, accounted for about 17% of Thompson/Okanagan room revenues in 2007. Although Okanagan-Similkameen is gaining in popularity, the City of Kelowna and the City of Kamloops, located in Central Okanagan and Thompson-Nicola, respectively, remain the most visited destinations in Thompson/Okanagan, making up over half (54%) of total room receipts.

¹ Includes Town of Oliver, Community of Okanagan Falls, and Okanagan-Similkameen Electoral Areas C & D.

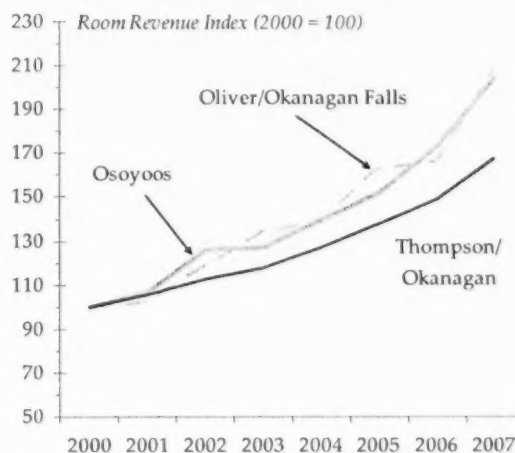
Okanagan-Similkameen accounts for about the same amount of Thompson/Okanagan room revenues as Columbia-Shuswap



Data Source: BC Stats

Although they contribute a relatively small portion of total room revenues in Thompson/Okanagan, room receipts in Osoyoos and Oliver/Okanagan Falls have been expanding more quickly than the regional district average (+86%) since 2000, up 104% and 108%, respectively. In 2007, Oliver/Okanagan Falls experienced a substantial boost (+25.2%) in room receipts, while revenues in Osoyoos (+18.0%) were also up significantly. The urban centres outpaced average annual growth in both Okanagan-Similkameen (+10.7%) and Thompson Okanagan (+12.3%).

Room revenues have shown strong growth in Osoyoos and Oliver/Okanagan Falls



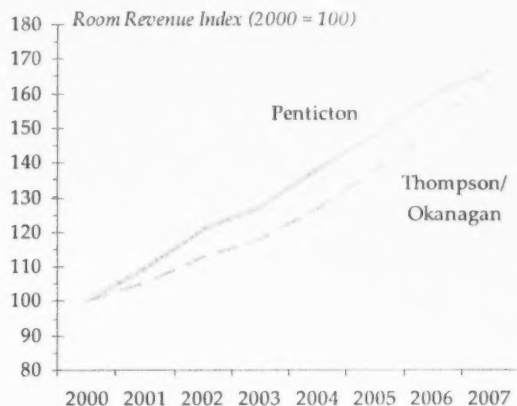
Data source: BC Stats

Tourism in the two urban centres is dependent on outdoor recreation activities including fishing, hiking and golfing, as well as wineries.

Located in the northern region of Okanagan-Similkameen, the City of Penticton makes up the bulk (54%) of regional district room receipts. Like Osoyoos and Oliver/Okanagan Falls, Penticton is known for its vineyards, but also offers beaches, golf courses, and ski resorts, making it a desirable travel destination year round. However, unlike Osoyoos and Oliver/Okanagan Falls, room revenue growth has slowed considerably in the past couple of years after outpacing average Thompson/Okanagan growth for years. In fact, in 2007, Penticton room revenues expanded more slowly (+4.3%) than all other urban centres² within Thompson/Okanagan.

² Urban centres (as defined by BC Stats) in Thompson/Okanagan are: Oliver/Okanagan Falls, Town of Osoyoos, City of Penticton, City of Vernon, City of Revelstoke, City of Kelowna, City of Kamloops and Town of Golden.

After years of strong growth, room revenues in Penticton have slowed recently



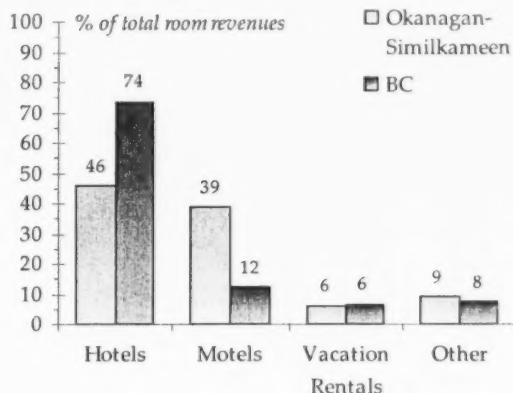
Data source: BC Stats

Types of accommodation

Motels (39%) in Okanagan-Similkameen earn a significantly higher proportion of total room revenues compared to the rest of BC (12%). Hotels, on the other hand, make up less than half (47%) of Okanagan-Similkameen room revenues, compared to almost three-quarters (73%) of provincial room receipts. This is partly because there are no very large hotels (251+ rooms) in this region, which tend to earn higher revenues. Provincially, however, very large hotel room receipts account for 37% of all hotel room revenues.

Other accommodation types, including fishing lodges and bed-and-breakfasts (B&Bs), are becoming more widely utilized in Okanagan-Similkameen. Their share of total room receipts has risen from 6% in 2000 to 9% in 2007. The increase has largely been supported by a surge in B&B room revenues.

Relatively few visitors choose hotels in Okanagan-Similkameen compared to the rest of BC



Data source: BC Stats

Wine tourism

Wine tourism refers to "tourism whose purpose is or includes the tasting, consumption, or purchase of wine, often at or near the source."³ This may include visits to wineries, vineyards, wine tours and wine festivals.

According to *Wine Business Monthly*⁴, interest in wine tourism has grown significantly in recent years. This may be attributed to a rising awareness of environmental issues which has led to a boost in eco-tourism, including wineries and vineyards and an increase in the popularity of cooking and dining in general, largely propelled by the number of cooking shows currently on television.

³ Definition from Wikipedia:

http://en.wikipedia.org/wiki/Wine_tourism

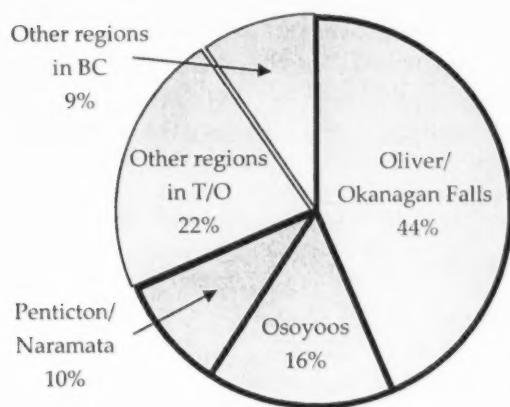
⁴ *Trends in Wine Tourism*, August 15, 2007 article in *Wine Business Monthly*. Available from:

<http://www.winebusiness.com/wbm/>

Okanagan-Similkameen wineries & vineyards

The Okanagan Valley, which includes Osoyoos, Oliver/Okanagan Falls, and Penticton, is by far BC's largest wine producing region. This region alone accounts for 84%⁵ of provincial wine grape acreage. Okanagan Valley also includes municipalities outside the boundaries of Okanagan-Similkameen, including Kelowna, Westbank, and Vernon, to name a few. However, Oliver/Okanagan Falls⁶ (44%) and Osoyoos (16%) have by far the largest land areas devoted to wine grapes, comprising 60% of the provincial total. Including Penticton/Naramata⁷, the three urban centres located in Okanagan-Similkameen make up more than two-thirds (70%) of BC wine grape acreage.

70% of provincial wine grape acreage is located in Okanagan-Similkameen



Data Source: BC Wine Institute & BC Stats

⁵ All wine grape acreage figures were obtained from BC Wine Institute.

⁶ Urban centre boundaries may differ between BC Stats room revenue data and BC Wine Institute figures.

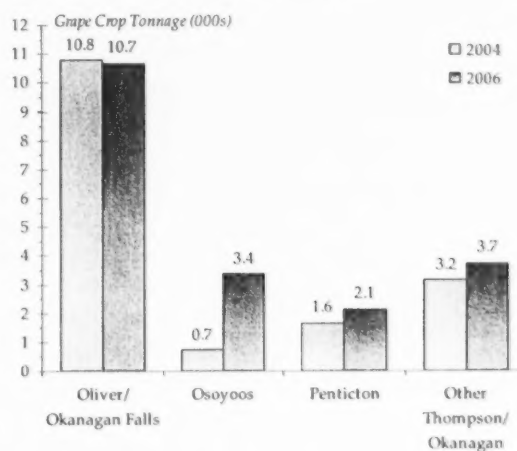
⁷ BC Wine Institute figures combine Penticton and Naramata, whereas BC Stats estimates include Penticton only.

Other wine-producing regions in BC include Vancouver Island, the Lower Mainland/Fraser Valley and the Gulf Islands.

Town of Osoyoos and Oliver/Okanagan Falls

While Oliver is commonly referred to as the "wine capital of Canada," Osoyoos has experienced relatively recent growth in the industry, with its grape crop tonnage expanding nearly five-fold from 715 in 2004 to 3,370 in 2006. Over the same period, there has been a slight reduction (-1.3%) in grape crop tonnage in Oliver/Okanagan Falls.

While Oliver/Okanagan Falls is still the main wine producer, grape crops have shot up in Osoyoos



Data source: BC Wine Institute & BC Stats

Trends in the Canadian and British Columbian wine industries

In total, BC wine production has more than doubled since 2000, from about 6 million litres to 13.4 million in 2007. Provincial grape crops valued an estimated \$36.9 million in 2007⁸.

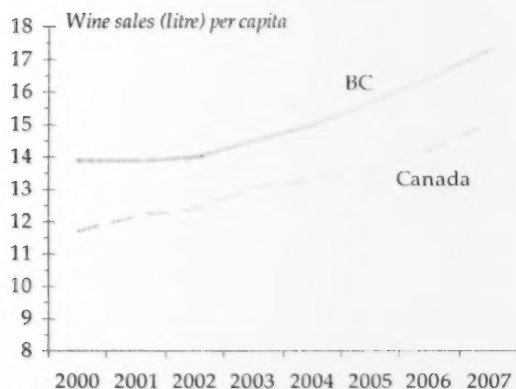
⁸ BC Wine Institute.

A recent Statistics Canada publication⁹ suggests that Canadians are purchasing more wine, with sales jumping from 11.7 litres per capita in 2000 to 15.0 in 2007. The popularity of the beverage in British Columbia, in particular, has taken off in recent years, with wine sales reaching 17.3 litres per capita in 2007. Overall, BC had the third highest wine sales (litres) per capita in Canada, after Yukon (21.0) and Quebec (20.1).

The publication also indicates that Canadians are purchasing higher volumes of domestically produced wines. Because it is often locally produced, British Columbians may be more inclined to purchase this wine and consequently, support their local economy.

A surge of general interest in wine, as suggested by the publication, could provide an extra boost for tourism in the wine-producing regions of Okanagan-Similkameen.

Canadian sales per capita of wine are up, particularly in BC



Data source: Statistics Canada

In a recent study conducted by the Canadian Tourism Commission¹⁰, it was found that Brit-

ish Columbians are most likely to participate in wine, beer, or food tastings while on trips, compared to the rest of the provinces. According to the study, almost one-in-four (23%) British Columbians participated in the activity, compared to the Canadian average of 18%. Those living in Quebec were second most likely (18%) to partake, while those travelling from Manitoba (9%) were least likely.

British Columbia's high incidence of wine, beer and food tasting travellers may suggest that many visitors to the Okanagan-Similkameen region are travelling within the province.

Of those Canadians who participated in a wine, beer, or food tasting between 2004 and 2006, 41% also visited British Columbia over the same time period. Although this doesn't necessarily imply that they are coming to the province specifically for the activity, it may suggest that wine, beer, and food tasters are drawn to the area. BC was also a popular choice among American wine, beer and food tasters. Between 2004 and 2006, 9% of Americans who participated in a wine, beer, or food tasting also visited British Columbia, second only to Ontario (14%)¹¹.

In Canada, middle-aged (average age of 46 years) people are most likely to partake in wine, beer and food tastings while vacationing and for those who do, the average household income is almost \$82,000. Households earning more than \$100,000 are almost ten times more likely to participate in the activity than those earning less than \$20,000.

Conclusion

Overall, Okanagan-Similkameen is becoming increasingly prominent as a tourist destination

⁹ The Control and Sale of Alcoholic Beverages in Canada. Catalogue no. 63-202-X. Released June 12, 2008.

¹⁰ TAMS 2006: "Canada activity profile: wine, beer, and food tasting while on trips"

¹¹ TAMS 2006: "US activity profile: wine, beer and food tasting while on trips"

within Thompson/Okanagan. With BC's wine industry expanding at a rapid pace, particularly in Okanagan-Similkameen, it is likely that the region will continue to draw visitors—both local and international—seeking a unique and cultural experience. Additionally, a rise in the general interest in wine will surely provide a boost for the regional district's economy.

Table 1: Room Revenue by Development Region (\$000), Seasonally Adjusted

Period	Vancouver Island/Coast	Mainland/ Southwest	Thompson/ Okanagan	Kootenay	Cariboo	North Coast	Nechako	Northeast	BC Total
Annual data									
2003	273,067	809,809	214,550	70,671	43,018	19,362	8,930	46,264	1,485,670
2004	295,246	863,430	231,041	75,467	46,201	20,104	8,811	50,656	1,590,956
2005	310,195	902,633	251,869	77,314	52,172	20,773	10,152	63,236	1,688,343
2006	324,624	970,884	273,102	85,171	56,610	21,928	10,478	72,514	1,815,312
2007	351,540	1,043,209	306,757	97,286	61,118	28,301	12,406	67,468	1,968,085
Annual growth rates									
2003	1.6	- 4.8	3.7	0.6	- 3.4	1.8	1.0	22.0	- 1.4
2004	8.1	6.6	7.7	6.8	7.4	3.8	- 1.3	9.5	7.1
2005	5.1	4.5	9.0	2.4	12.9	3.3	15.2	24.8	6.1
2006	4.7	7.6	8.4	10.2	8.5	5.6	3.2	14.7	7.5
2007	8.3	7.4	12.3	14.2	8.0	29.1	18.4	- 7.0	8.4
Monthly data									
Nov-07	29,313	89,467	26,440	8,811	5,526	2,386	1,082	5,456	168,482
Dec-07	29,212	92,102	26,674	8,674	5,562	2,367	1,056	5,874	171,521
Jan-08	29,813	92,350	26,451	7,851	5,447	2,402	956	4,998	170,268
Feb-08	28,164	91,813	25,621	8,226	5,374	2,448	920	4,824	167,389
Mar-08	28,585	89,799	25,641	7,990	5,267	2,333	984	5,517	166,116
Apr-08	27,829	89,055	26,449	7,654	5,273	2,348	1,158	6,535	166,300
May-08	28,178	89,838	26,208	8,301	5,142	2,310	997	6,275	167,249
Jun-08	29,350	88,063	27,034	8,912	5,563	2,238	1,044	6,780	168,984
Jul-08	27,564	86,874	25,945	7,895	5,024	2,352	1,009	6,278	162,940
Aug-08	27,913	86,549	26,774	8,047	5,082	2,148	1,002	6,648	164,165
Sep-08	27,353	84,353	26,185	7,966	4,945	2,091	985	6,933	160,811
Oct-08	27,892	86,067	26,309	7,811	5,018	2,329	1,009	7,509	163,943
Nov-08	28,037	84,300	26,149	7,800	4,753	2,379	998	7,078	161,495
Month-over-month growth rates									
Nov-07	0.1	0.1	4.1	3.5	3.8	- 2.6	1.0	- 2.4	0.9
Dec-07	- 0.3	2.9	0.9	- 1.6	0.7	- 0.8	- 2.5	7.7	1.8
Jan-08	2.1	0.3	- 0.8	- 9.5	- 2.1	1.5	- 9.4	-14.9	- 0.7
Feb-08	- 5.5	- 0.6	- 3.1	4.8	- 1.4	1.9	- 3.8	- 3.5	- 1.7
Mar-08	1.5	- 2.2	0.1	- 2.9	- 2.0	- 4.7	6.9	14.4	- 0.8
Apr-08	- 2.6	- 0.8	3.2	- 4.2	0.1	0.7	17.7	18.5	0.1
May-08	1.3	0.9	- 0.9	8.4	- 2.5	- 1.6	-13.9	- 4.0	0.6
Jun-08	4.2	- 2.0	3.2	7.4	8.2	- 3.1	4.7	8.0	1.0
Jul-08	- 6.1	- 1.3	- 4.0	-11.4	- 9.7	5.1	- 3.4	- 7.4	- 3.6
Aug-08	1.3	- 0.4	3.2	1.9	1.2	- 8.6	- 0.7	5.9	0.8
Sep-08	- 2.0	- 2.5	- 2.2	- 1.0	- 2.7	- 2.7	- 1.8	4.3	- 2.0
Oct-08	2.0	2.0	0.5	- 1.9	1.5	11.4	2.5	8.3	1.9
Nov-08	0.5	- 2.1	- 0.6	- 0.1	- 5.3	2.1	- 1.1	- 5.7	- 1.5

November month-over-month growth rates

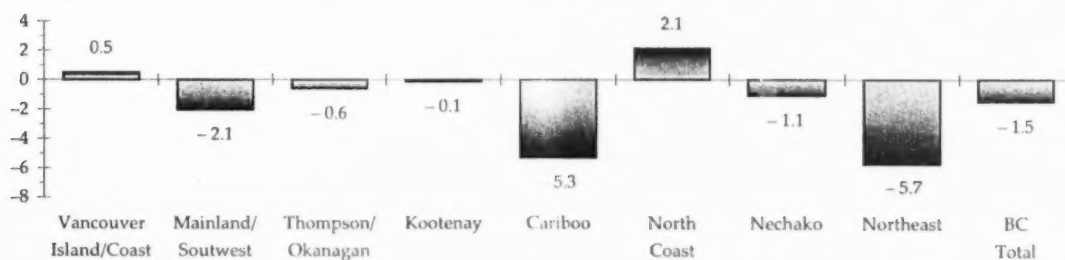


Table 2: Room Revenue by Accommodation Type (\$000), Seasonally Adjusted

Period	Hotels (Rooms)				Motels	Vacation Rentals	Miscellaneous incl. Fishing Lodges
	251+	151-250	76-150	1-75			
Annual data							
2003	437,158	180,831	297,417	174,343	181,554	119,345	95,022
2004	467,820	198,608	321,679	185,804	195,070	123,473	98,502
2005	481,581	211,406	346,528	203,166	210,861	134,245	100,555
2006	506,995	230,059	379,442	221,126	234,346	135,407	107,938
2007	535,478	251,128	425,146	238,670	244,239	149,412	124,012
Annual growth rates							
2003	- 6.1	- 4.0	0.1	0.0	- 0.2	6.3	9.4
2004	7.0	9.8	8.2	6.6	7.4	3.5	3.7
2005	2.9	6.4	7.7	9.3	8.1	8.7	2.1
2006	5.3	8.8	9.5	8.8	11.1	0.9	7.3
2007	5.6	9.2	12.0	7.9	4.2	10.3	14.9
Monthly data							
Nov-07	45,398	21,215	36,567	19,800	20,323	11,827	10,611
Dec-07	48,597	20,541	37,335	19,977	20,848	13,153	10,984
Jan-08	48,617	21,218	37,013	19,952	20,363	12,658	10,438
Feb-08	47,514	21,007	37,024	19,535	19,816	11,967	10,425
Mar-08	48,122	20,638	37,031	19,812	20,015	11,886	10,816
Apr-08	45,851	21,290	37,335	19,778	19,707	11,597	10,075
May-08	45,190	21,051	37,337	19,883	19,917	12,421	10,847
Jun-08	45,195	21,929	38,952	20,529	21,484	12,247	10,955
Jul-08	44,013	20,409	35,004	18,925	19,417	12,276	10,688
Aug-08	43,067	20,437	37,216	20,056	19,988	12,576	10,865
Sep-08	41,976	20,223	36,187	18,843	19,833	11,941	10,543
Oct-08	43,232	20,572	37,022	19,596	19,804	12,285	10,680
Nov-08	42,747	20,598	36,862	19,571	19,353	12,071	10,940
Month-over-month growth rates							
Nov-07	- 0.6	- 1.7	0.2	2.0	2.0	- 2.6	1.8
Dec-07	7.0	- 3.2	2.1	0.9	2.6	11.2	3.5
Jan-08	0.0	3.3	- 0.9	0.1	- 2.3	- 3.8	- 5.0
Feb-08	- 2.3	- 1.0	0.0	2.1	- 2.7	- 5.5	- 0.1
Mar-08	1.3	- 1.8	0.0	1.4	1.0	- 0.7	3.8
Apr-08	- 4.7	3.2	0.8	0.2	- 1.5	- 2.4	- 6.9
May-08	- 1.4	- 1.1	0.0	0.5	1.1	7.1	7.7
Jun-08	0.0	4.2	4.3	3.3	7.9	- 1.4	1.0
Jul-08	- 2.6	- 6.9	-10.1	- 7.8	- 9.6	0.2	- 2.4
Aug-08	- 2.2	0.1	6.3	6.0	2.9	2.4	1.7
Sep-08	- 2.5	- 1.0	- 2.8	- 6.1	- 0.8	- 5.1	- 3.0
Oct-08	3.0	1.7	2.3	4.0	- 0.1	2.9	1.3
Nov-08	- 1.1	0.1	- 0.4	- 0.1	- 2.3	- 1.7	2.4

November month-over-month growth rates

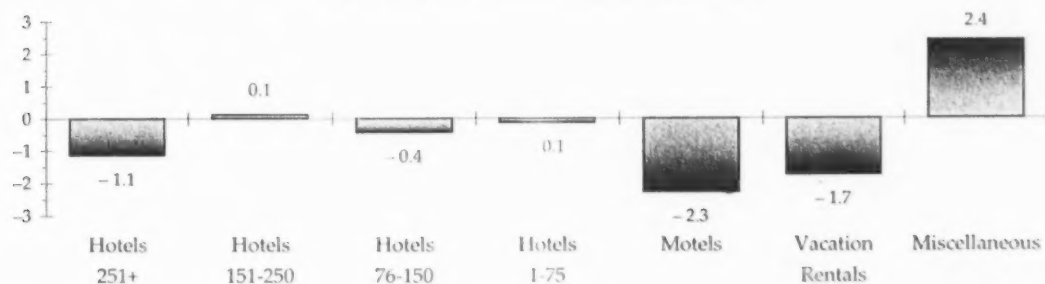


Table 3: Room Revenue by Regional District, Unadjusted

Development Region/ Regional District	Revenue				Properties		Rooms	
	(\$000)		% change from		(#)	# chg from	(#)	# chg from
	Nov-08	YTD 08	Nov-07	YTD 07	Nov-08	Nov-07	Nov-08	Nov-07
Vancouver Island/Coast								
17 Capital								
All accommodation types	8,218	171,831	- 3.6	- 6.2	140	- 9	7,885	-195
Hotels	6,671	139,380	- 4.4	- 6.1	62	- 4	5,422	-160
76-150 Rooms	1,421	33,909	- 12.7	- 8.0	17	0	1,740	0
1-75 Rooms	1,537	32,990	- 5.8	- 6.7	36	- 4	1,494	-161
Motels	774	15,024	- 8.7	- 9.0	20	- 1	890	- 45
Miscellaneous	570	11,882	23.2	- 2.9	35	0	1,323	107
19 Cowichan Valley								
All accommodation types	443	9,184	- 23.7	- 2.7	28	- 1	541	- 44
Motels	70	2,094	- 42.8	- 3.3	13	0	228	- 22
21 Nanaimo								
All accommodation types	3,029	45,604	14.9	1.6	59	- 2	2,686	156
Hotels	1,959	23,337	30.6	5.6	20	2	1,309	214
Motels	419	8,200	- 14.2	- 6.6	21	- 1	602	- 25
23 Alberni-Clayoquot								
All accommodation types	2,216	46,639	- 6.5	- 1.9	56	4	1,507	99
Hotels	623	11,448	0.3	3.8	11	2	481	44
Motels	206	4,224	12.9	0.5	20	2	386	14
Vacation Rentals	837	18,253	- 10.6	- 2.0	14	0	350	2
25 Comox Valley +								
26 Strathcona								
All accommodation types	1,497	35,775	- 10.2	- 3.2	53	- 3	1,533	39
Hotels	600	10,553	- 11.7	- 3.9	10	- 1	525	- 9
Motels	456	8,086	- 15.6	- 5.0	20	0	585	7
Vacation Rentals	39	4,617	- 17.6	1.8	12	- 2	181	34
27 Powell River								
All accommodation types	261	5,164	- 14.6	7.2	16	- 3	362	- 35
43 Mount Waddington								
All accommodation types	321	7,477	- 12.1	3.3	17	3	634	69
45 Central Coast								
All accommodation types	32	2,090	- 22.8	- 1.4	4	- 1	77	- 10

Table 3: Room Revenue by Regional District, Unadjusted

Development Region/ Regional District	Revenue				Properties		Rooms	
	(\$000)		% change from		(#)	# chg from	(#)	# chg from
	Nov-08	YTD 08	Nov-07	YTD 07	Nov-08	Nov-07	Nov-08	Nov-07
Mainland/Southwest								
09 Fraser Valley								
All accommodation types	2,811	44,799	- 3.2	3.5	65	- 2	2,426	- 38
Hotels	2,175	31,228	- 1.9	3.7	19	- 1	1,401	- 26
Motels	503	9,333	- 12.8	- 0.6	34	0	869	- 17
15 Greater Vancouver								
All accommodation types	46,671	755,112	- 5.4	1.9	226	- 2	25,731	187
Hotels	44,690	712,293	- 5.5	1.6	159	0	22,960	211
251+ Rooms	22,294	356,836	- 7.2	1.3	22	0	8,940	0
151-250 Rooms	9,288	146,600	- 7.8	1.4	26	0	5,061	0
76-150 Rooms	9,823	152,826	- 1.9	3.1	58	4	6,198	374
1-75 Rooms	3,285	56,032	2.4	0.2	53	- 4	2,761	-163
Motels	1,232	19,868	2.3	1.8	33	1	1,418	23
Miscellaneous	332	12,953	- 10.2	29.0	18	0	897	0
29 Sunshine Coast								
All accommodation types	338	6,569	1.6	3.2	18	2	382	50
31 Squamish-Lillooet								
All accommodation types	4,498	175,603	- 14.5	0.8	81	4	5,733	173
Hotels	3,861	148,329	- 17.3	1.2	37	2	4,539	141
1-75 Rooms	239	9,124	- 43.4	- 6.3	15	0	539	36
Miscellaneous	165	5,211	6.9	8.2	15	3	214	34

Table 3: Room Revenue by Regional District, Unadjusted

Development Region/ Regional District	Revenue				Properties		Rooms	
	(\$000)		% change from		(#)	# chg from	(#)	# chg from
	Nov-08	YTD 08	Nov-07	YTD 07	Nov-08	Nov-07	Nov-08	Nov-07
Thompson/Okanagan								
07 Okanagan-Similkameen								
All accommodation types	2,024	55,318	12.4	6.0	85	- 2	2,879	61
Hotels	1,234	24,561	10.8	2.0	14	- 1	1,073	- 42
Motels	574	20,678	7.5	1.4	53	- 1	1,355	- 43
33 Thompson-Nicola								
All accommodation types	3,354	74,963	- 5.1	2.5	115	- 9	4,702	-311
Hotels	1,683	35,239	- 9.7	2.6	29	- 2	1,925	-145
1-75 Rooms	161	4,845	- 22.9	- 11.2	17	- 1	544	- 51
Motels	1,412	25,906	4.2	8.1	66	- 5	2,084	- 54
Miscellaneous	142	6,094	29.4	4.5	10	0	484	34
35 Central Okanagan								
All accommodation types	4,003	90,858	5.6	2.2	49	1	3,495	61
Hotels	3,098	58,378	4.4	2.1	19	2	1,855	119
Motels	564	12,868	- 9.5	- 5.7	17	- 2	831	- 63
37 North Okanagan								
All accommodation types	1,166	23,934	- 13.4	- 0.5	34	- 3	1,623	35
Motels	329	6,959	- 11.3	- 4.3	16	0	531	- 2
39 Columbia-Shuswap								
All accommodation types	1,786	53,719	- 0.7	4.5	70	- 4	2,982	56
Hotels	916	21,935	- 6.1	4.9	19	0	1,236	120
Motels	710	20,401	- 2.0	4.5	32	- 4	1,360	- 64
Kootenay								
01 East Kootenay								
All accommodation types	2,054	57,713	- 6.5	0.4	91	- 5	4,086	-128
Hotels	956	23,331	- 4.5	6.0	29	- 2	1,755	- 33
1-75 Rooms	236	6,944	- 14.2	2.1	18	- 2	688	- 33
Motels	498	10,886	- 10.0	0.7	35	- 1	891	46
Miscellaneous	316	11,424	- 24.2	- 5.5	16	- 1	648	- 36
03 Central Kootenay								
All accommodation types	1,173	23,686	- 11.6	- 1.6	60	2	1,431	- 20
Hotels	680	12,511	- 14.0	- 1.8	14	- 3	670	- 80
Motels	366	5,885	- 5.7	- 3.1	31	4	584	75
05 Kootenay Boundary								
All accommodation types	416	8,505	- 34.4	- 1.2	30	0	664	- 1

Table 3: Room Revenue by Regional District, Unadjusted

Development Region/ Regional District	Revenue				Properties		Rooms	
	(\$000)		% change from		(#)	# chg from	(#)	# chg from
	Nov-08	YTD 08	Nov-07	YTD 07	Nov-08	Nov-07	Nov-08	Nov-07
Cariboo								
41 Cariboo								
All accommodation types	1,166	20,676	- 13.8	1.4	57	- 4	1,638	- 94
Hotels	363	6,013	- 3.4	1.7	10	- 1	475	- 52
Motels	730	11,025	- 16.8	2.9	33	- 1	995	- 6
53 Fraser-Fort George								
All accommodation types	2,450	37,708	- 13.9	2.1	49	- 2	2,548	- 55
Motels	467	8,719	- 22.1	- 4.8	26	- 1	933	- 19
North Coast								
47 Skeena-Queen Charlotte								
All accommodation types	599	15,945	- 5.2	- 4.6	26	- 3	907	- 47
Motels	143	3,056	- 21.0	6.4	11	11	353	30
49 Kitimat-Stikine								
All accommodation types	828	10,842	12.1	2.4	32	1	784	- 13
Motels	392	4,421	28.9	5.7	17	0	415	0
Nechako								
51 Bulkley-Nechako +								
57 Stikine								
All accommodation types	780	11,426	- 8.5	- 3.0	40	- 1	974	- 61
Motels	422	6,179	- 14.8	- 2.7	20	- 1	562	- 39
Northeast								
55 Peace River +								
59 Northern Rockies†								
All accommodation types	6,726	70,685	31.0	12.6	70	7	3,781	442
Hotels	4,754	47,693	32.6	31.5	32	4	2,355	337
76-150 Rooms	3,591	35,612	36.7	48.8	16	3	1,661	338
1-75 Rooms	1,163	12,081	21.1	- 2.0	16	1	694	- 1

Note: [†]Effective February 6th, 2009, this regional district is known as *Northern Rockies Regional Municipality*.

Data for regions with fewer than 10 properties reporting cannot be released.

Property counts only include properties reporting revenues during the reference period.

Table 4: Room Revenue by Urban Centre, Unadjusted

Development Region/ Urban Centre	Revenue				Properties		Rooms	
	(\$000)		% change from		#	# chg from	#	# chg from
	Nov-08	YTD 08	Nov-07	YTD 07				
Vancouver Island/Coast	16,016	323,763	- 2.9	- 3.7	373	-12	15,225	79
Victoria (C)	6,394	137,338	- 6.1	- 6.9	72	- 4	5,492	-225
Saanich Peninsula	585	10,534	3.8	0.7	11	- 2	386	- 14
Other CRD	1,239	23,959	7.6	- 5.3	57	- 3	2,007	44
Nanaimo (C)	2,065	24,907	18.5	1.4	23	1	1,295	65
Port Alberni (C)	283	4,631	4.1	- 3.3	12	1	366	19
Comox Valley	664	11,256	0.4	0.9	11	0	436	0
Rest of Development Region	4,786	111,137	9.5	- 1.2	187	- 5	5,243	190
Mainland/Southwest	54,317	982,083	- 6.1	1.8	390	2	34,272	372
Downtown Vancouver (C)	26,923	456,984	5.8	1.3	79	1	12,554	146
Other Vancouver (C)	2,344	45,250	- 6.4	- 0.3	31	- 1	2,824	- 46
Richmond (C)	8,948	125,919	- 7.0	2.7	24	1	4,210	131
Burnaby (C)	2,124	30,219	- 1.7	3.8	10	0	1,326	5
Other GVRD	6,297	96,427	2.3	3.6	78	- 3	4,796	- 43
Whistler (RM)	3,959	164,898	-15.3	0.1	55	3	4,934	75
Rest of Development Region	3,722	62,387	2.7	5.3	113	1	3,628	104
Thompson/Okanagan	12,333	298,792	0.5	3.1	353	-17	15,681	- 98
Penticton (C)	936	28,418	6.4	3.7	33	- 2	1,471	- 36
Kamloops (C)	2,487	55,521	- 5.4	3.5	56	- 6	3,395	-305
Kelowna (C)	3,539	78,389	1.8	0.6	38	0	2,772	- 26
Vernon (C)	977	22,251	-17.9	- 0.5	28	- 3	1,492	28
Revelstoke (C)	800	19,752	0.7	13.7	24	- 1	1,129	96
Golden (T)	288	13,559	- 4.7	- 0.2	24	0	1,050	- 14
Rest of Development Region	3,306	80,902	10.8	4.5	150	- 5	4,372	159
Kootenay	3,643	89,903	-12.4	- 0.3	181	- 3	6,181	-149
Cranbrook (C)	694	11,794	- 5.7	9.0	19	0	917	0
Fernie (C)	269	13,329	- 6.0	2.0	17	- 3	794	- 72
Nelson (C)	350	7,861	-15.1	- 0.2	12	0	438	0
Rest of Development Region	2,330	56,919	-14.4	- 2.5	133	0	4,032	- 77
Cariboo	3,617	58,383	-13.9	1.8	106	- 6	4,186	-149
Quesnel (C)	204	4,005	-35.2	4.9	10	- 1	398	- 20
Williams Lake (C)	442	6,200	- 3.8	3.1	11	0	536	0
Prince George (C)	2,040	28,943	-13.5	5.5	27	0	1,786	- 7
Rest of Development Region	930	19,236	-12.8	- 4.1	58	- 5	1,466	-122
North Coast	1,426	26,787	4.2	- 1.9	58	- 2	1,691	- 60
Prince Rupert (C)	487	8,675	- 1.4	- 1.0	15	0	762	0
Terrace (C)	459	6,244	- 3.1	4.5	10	- 1	382	- 23
Rest of Development Region	480	11,868	19.6	- 5.5	33	- 1	547	- 37
Nechako	780	11,426	- 8.5	- 3.0	40	- 1	974	- 61
Smithers (T)	456	6,253	9.2	2.3	15	- 1	390	- 38
Rest of Development Region	324	5,172	-25.5	- 8.7	25	0	584	- 23
Northeast	6,726	70,685	31.0	12.6	70	7	3,781	442
Dawson Creek (C)	1,904	16,408	32.9	42.0	17	1	734	85
Fort St. John (C)	1,814	20,301	15.4	- 6.7	14	2	1,099	253
Rest of Development Region	3,007	33,976	41.2	15.4	39	4	1,948	104

Note: Data for regions with fewer than 10 properties reporting cannot be released.

Property counts only include properties reporting revenues during the reference period.

Table 5: Historical Room Revenue by Development Region (\$000), Unadjusted

Period	Vancouver Island/Coast	Mainland/ Southwest	Thompson/ Okanagan	Kootenay	Cariboo	North Coast	Nechako	Northeast	BC Total
Annual data									
2003	273,067	809,809	214,550	70,671	43,018	19,362	8,930	46,264	1,485,670
2004	295,246	863,430	231,041	75,467	46,201	20,104	8,811	50,656	1,590,956
2005	310,195	902,633	251,869	77,314	52,172	20,773	10,152	63,236	1,688,343
2006	324,624	970,884	273,102	85,171	56,610	21,928	10,478	72,514	1,815,312
2007	351,540	1,043,209	306,757	97,286	61,118	28,301	12,406	67,468	1,968,085
Annual growth rates									
2003	1.6	- 4.8	3.7	0.6	- 3.4	1.8	1.0	22.0	- 1.4
2004	8.1	6.6	7.7	6.8	7.4	3.8	- 1.3	9.5	7.1
2005	5.1	4.5	9.0	2.4	12.9	3.3	15.2	24.8	6.1
2006	4.7	7.6	8.4	10.2	8.5	5.6	3.2	14.7	7.5
2007	8.3	7.4	12.3	14.2	8.0	29.1	18.4	- 7.0	8.4
Monthly data									
Nov-07	16,492	57,820	12,268	4,157	4,199	1,369	852	5,136	102,293
Dec-07	15,294	78,126	17,073	7,130	3,788	997	627	4,718	127,754
Jan-08	13,617	79,848	19,267	7,066	3,503	998	565	5,056	129,919
Feb-08	16,473	87,788	19,556	9,851	3,651	1,535	625	6,415	145,894
Mar-08	21,584	93,369	22,707	8,569	4,575	1,571	797	7,340	160,513
Apr-08	22,474	74,477	16,770	5,199	4,715	1,410	804	5,766	131,615
May-08	30,955	92,034	25,428	7,027	5,547	2,275	917	4,454	168,638
Jun-08	38,072	105,308	33,209	8,634	6,692	3,927	1,304	6,604	203,751
Jul-08	47,889	111,913	45,148	11,570	7,176	4,835	1,403	6,564	236,498
Aug-08	55,388	118,622	55,781	13,753	7,382	4,103	1,461	7,028	263,518
Sep-08	37,733	93,260	29,528	9,031	6,374	2,970	1,490	7,253	187,638
Oct-08	23,563	71,146	19,064	5,563	5,151	1,736	1,279	7,478	134,981
Nov-08	16,016	54,317	12,333	3,643	3,617	1,426	780	6,726	98,857
Year-over-year percent changes									
Nov-07	6.0	3.9	13.0	28.8	15.8	17.3	17.9	-13.5	5.7
Dec-07	1.2	11.3	9.6	14.4	16.5	17.1	13.5	3.4	9.8
Jan-08	2.8	9.8	6.5	1.4	11.2	15.9	- 3.9	-11.3	7.1
Feb-08	2.2	9.5	3.7	10.8	8.4	25.2	4.1	5.6	7.8
Mar-08	- 2.7	3.3	1.4	- 2.1	4.8	3.4	- 4.3	- 1.6	1.7
Apr-08	- 6.3	2.5	0.2	- 3.2	11.7	5.4	19.5	20.8	1.4
May-08	- 2.4	6.4	4.3	8.9	0.3	7.7	-14.0	11.1	4.2
Jun-08	- 0.1	2.4	8.0	8.1	11.5	- 6.3	5.5	18.2	3.6
Jul-08	- 7.6	1.9	- 0.5	- 6.6	1.7	1.4	- 0.9	5.3	- 1.0
Aug-08	- 1.7	- 0.7	7.0	0.5	- 0.6	-14.9	- 7.5	9.8	0.6
Sep-08	- 9.9	- 6.1	- 3.5	- 5.0	- 2.5	-12.0	- 5.5	23.8	- 5.5
Oct-08	- 3.2	- 3.1	5.7	- 7.4	- 5.8	0.7	- 5.7	35.6	- 0.7
Nov-08	- 2.9	- 6.1	0.5	-12.4	-13.9	4.2	- 8.5	31.0	- 3.4

November year-over-year growth rates

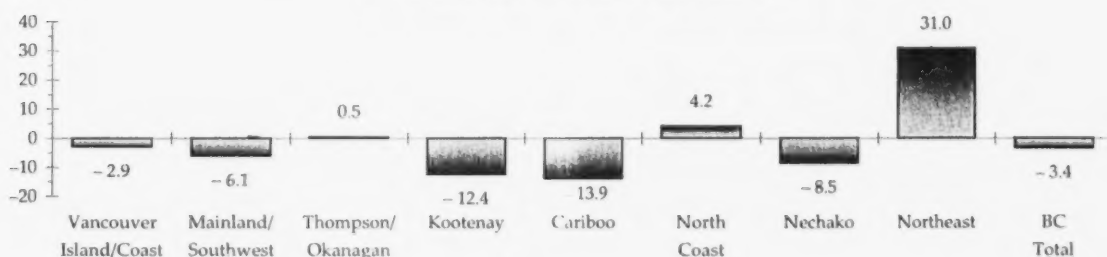


Table 6: Traveller Entries to Canada via BC (000s), Seasonally Adjusted

Period	Total	USA			Overseas			
		Total	Same-day	Overnight	Total	Asia	Europe	Other [†]
Annual data								
2004	7,448	6,039	2,478	3,562	1,409	716	458	235
2005	7,225	5,751	2,314	3,436	1,474	724	494	257
2006	6,846	5,380	1,945	3,435	1,466	717	493	257
2007	6,577	5,062	1,767	3,295	1,515	699	519	297
2008	5,989	4,476	1,492	2,983	1,513	673	514	326
Annual percent changes								
2004	1.5	− 1.6	− 4.0	0.1	17.6	23.9	11.7	11.6
2005	− 3.0	− 4.8	− 6.6	3.5	4.6	1.1	7.8	9.3
2006	− 5.2	− 6.5	−16.0	0.0	− 0.5	− 0.9	− 0.2	0.0
2007	− 3.9	− 5.9	− 9.1	4.1	3.3	− 2.5	5.3	15.6
2008	−12.5	−16.8	−23.3	13.2	3.2	− 6.1	4.3	27.2
Monthly data								
Dec-07	530	402	133	269	129	58	43	28
Jan-08	534	404	137	267	130	58	44	29
Feb-08	527	398	133	265	129	59	43	28
Mar-08	513	391	129	262	122	55	43	24
Apr-08	513	388	127	261	125	53	44	28
May-08	513	381	124	258	132	61	44	27
Jun-08	495	369	118	251	126	57	43	26
Jul-08	465	338	117	221	127	57	43	27
Aug-08	437	308	111	197	129	57	43	29
Sep-08	501	375	127	249	125	56	42	27
Oct-08	499	375	127	248	124	53	42	29
Nov-08	503	380	126	254	122	53	41	28
Dec-08	491	369	117	252	122	55	41	26
Month-over-month growth rates								
Dec-07	− 1.9	− 3.0	− 4.7	2.2	1.9	− 0.3	6.6	− 0.6
Jan-08	0.6	0.5	2.9	0.7	0.9	− 0.4	1.0	3.5
Feb-08	− 1.2	− 1.5	− 3.0	0.7	− 0.6	2.0	− 2.6	− 2.7
Mar-08	− 2.7	− 1.8	− 3.2	1.1	− 5.6	− 6.2	0.8	−14.3
Apr-08	− 0.1	− 0.8	− 1.5	− 0.5	2.4	− 3.3	1.8	16.7
May-08	0.1	− 1.6	− 2.3	1.2	5.4	14.2	0.9	− 4.5
Jun-08	− 3.5	− 3.3	− 4.5	− 2.7	− 4.1	− 7.0	− 1.7	− 1.6
Jul-08	− 6.1	− 8.4	− 1.1	11.9	0.6	0.1	0.0	2.5
Aug-08	− 6.0	− 8.9	− 5.1	−10.9	1.5	0.2	0.2	6.7
Sep-08	14.7	22.0	14.2	26.5	− 3.0	− 2.2	− 2.8	− 4.7
Oct-08	− 0.3	− 0.1	0.4	− 0.4	− 0.8	− 4.4	0.0	5.1
Nov-08	0.7	1.4	− 0.6	2.4	− 1.3	− 0.3	− 2.0	− 1.9
Dec-08	− 2.3	− 2.9	− 7.6	− 0.5	− 0.5	3.8	− 0.2	− 8.8

[†] Oceania (Australia, New Zealand, and other South Pacific nations), North & South America (excluding US), and Africa.
Data Source: Statistics Canada.

Table 7: Transportation Indicators, Seasonally Adjusted

Period	Air Passenger Traffic (000s)					Other Transportation (000s)		
	Vancouver				Victoria	BC Ferries		Coquihalla Hwy
	Total	Domestic	Trans-border	Other Int'l.	Total	Vehicles	Passengers	Passenger Vehicles
Annual data								
2004	15,725	7,986	3,964	3,775	1,250	8,532	21,955	2,572
2005	16,419	8,348	4,106	3,965	1,318	8,539	21,791	2,620
2006	16,924	8,712	4,253	3,959	1,390	8,530	21,689	2,583
2007	17,495	9,017	4,361	4,117	1,482	8,559	21,690	2,712
2008	17,853	9,345	4,336	4,172	1,538	8,226	20,992	x
Annual growth rates								
2004	9.8	9.9	3.9	16.5	5.7	3.3	2.8	4.3
2005	4.4	4.5	3.6	5.0	5.5	0.1	- 0.7	1.8
2006	3.1	4.4	3.6	- 0.1	5.5	- 0.1	- 0.5	- 1.4
2007	3.4	3.5	2.6	4.0	6.6	0.3	0.0	5.0
2008	2.0	3.6	- 0.6	1.3	3.8	- 3.9	- 3.2	x
Monthly data								
Dec-07	1,516	777	378	361	127	708	1,817	221
Jan-08	1,549	795	380	374	127	707	1,784	226
Feb-08	1,548	797	387	365	128	704	1,788	158
Mar-08	1,545	798	378	368	124	705	1,786	219
Apr-08	1,539	800	376	364	130	700	1,772	216
May-08	1,524	796	375	353	128	706	1,795	220
Jun-08	1,512	793	368	351	130	702	1,795	227
Jul-08	1,467	767	357	343	131	688	1,747	215
Aug-08	1,470	779	359	333	132	673	1,720	220
Sep-08	1,400	748	325	328	129	665	1,701	177
Oct-08	1,427	766	347	314	130	669	1,724	x
Nov-08	1,445	763	345	337	131	665	1,713	x
Dec-08	1,427	744	341	343	119	643	1,667	x
Month-over-month growth rates								
Dec-07	- 1.6	- 1.2	- 2.7	- 1.4	- 0.6	- 1.7	- 0.5	-10.5
Jan-08	2.2	2.3	0.6	3.6	0.5	- 0.2	- 1.8	2.6
Feb-08	0.0	0.3	1.7	- 2.4	0.9	- 0.3	0.2	-30.1
Mar-08	- 0.3	0.2	- 2.1	0.9	- 3.5	0.1	- 0.1	38.7
Apr-08	- 0.3	0.2	- 0.6	- 1.2	4.6	- 0.8	- 0.8	- 1.6
May-08	- 1.0	- 0.4	- 0.3	- 3.0	- 0.8	0.9	1.3	2.0
Jun-08	- 0.8	- 0.4	- 1.8	- 0.6	1.4	- 0.7	0.0	3.0
Jul-08	- 3.0	- 3.3	- 3.0	- 2.3	0.3	- 2.0	- 2.7	- 5.2
Aug-08	0.2	1.5	0.4	- 2.7	0.8	- 2.2	- 1.5	2.5
Sep-08	- 4.8	- 4.0	- 9.5	- 1.6	- 1.9	- 1.1	- 1.1	-19.6
Oct-08	1.9	2.4	6.7	- 4.1	0.7	0.5	1.4	x
Nov-08	1.3	- 0.4	- 0.5	7.3	0.8	- 0.6	- 0.6	x
Dec-08	- 1.2	- 2.5	- 1.2	1.7	- 9.4	- 3.3	- 2.7	x

Data Source: Vancouver Airport Authority, Victoria Airport Authority, BC Ferries and Ministry of Transportation data.

x = Data currently not available.

Table 8: Tourism Sector Indicators, Seasonally Adjusted

Period	Employment in key tourism industries ¹ (000s)				Hotel Industry ²		Consumer Price Index ¹	
	Air transport ⁴	Accommodation	Food & beverage services	Arts, entertainment & recreation	Occupancy Rate ³ (%)	Room Rate (\$)	Traveller accom-modation	Restaurant meals ⁴
Annual data								
2004	15.5	31.5	125.8	35.7	61.3	115.7	82.5	103.6
2005	15.8	32.9	128.8	35.7	63.9	116.3	80.0	106.6
2006	16.4	35.2	135.1	35.7	65.7	122.0	77.5	109.3
2007	16.7	35.8	141.1	35.7	66.6	128.0	81.1	112.2
2008	16.7	36.3	148.6	35.7	64.7	133.1	83.5	115.1
Annual growth rates								
2004	0.4	0.1	1.5	7.1	5.1	1.8	- 8.4	1.8
2005	1.9	4.5	2.4	0.5	4.3	0.5	- 3.0	2.9
2006	3.7	6.9	4.9	6.8	2.8	4.9	- 3.2	2.5
2007	1.9	1.6	4.5	2.8	1.4	5.0	4.7	2.6
2008	- 0.1	1.6	5.3	- 2.2	- 2.8	4.0	3.0	2.6
Monthly data								
Dec-07	16.4	36.7	142.5	36.4	66.8	133.3	82.7	112.8
Jan-08	16.4	37.2	144.2	36.2	67.5	133.0	82.7	112.3
Feb-08	16.4	36.0	145.6	36.3	66.2	133.0	82.2	113.4
Mar-08	16.0	36.8	145.2	36.1	66.1	133.9	82.8	113.9
Apr-08	16.6	37.9	146.6	34.8	65.3	133.6	83.4	114.2
May-08	16.7	36.4	147.2	35.3	65.1	133.7	83.1	114.7
Jun-08	16.5	36.5	148.1	35.8	67.1	133.3	83.3	114.8
Jul-08	16.6	36.1	149.2	35.6	63.8	131.7	83.4	115.7
Aug-08	16.7	36.0	149.4	35.3	65.2	131.9	83.6	116.3
Sep-08	15.9	35.7	150.3	35.5	63.0	132.2	84.0	116.7
Oct-08	16.8	35.5	152.4	36.4	62.8	133.7	83.1	116.5
Nov-08	17.2	35.6	151.9	36.0	62.9	134.5	85.3	116.3
Dec-08	18.4	36.3	152.7	35.0	61.6	132.6	85.3	116.1
Month-over-month growth rates								
Dec-07	- 1.8	- 2.7	- 0.2	0.3	- 0.5	1.8	0.4	- 0.1
Jan-08	0.0	1.3	1.2	- 0.6	0.7	- 0.2	0.0	- 0.4
Feb-08	- 0.4	- 3.3	1.0	0.3	- 1.3	0.0	- 0.6	1.0
Mar-08	- 2.4	2.3	- 0.3	- 0.5	- 0.1	0.7	0.7	0.4
Apr-08	4.0	3.0	1.0	- 3.5	- 0.8	- 0.2	0.7	0.3
May-08	0.7	- 4.0	0.4	1.4	- 0.2	0.1	- 0.4	0.4
Jun-08	- 1.0	0.3	0.6	1.4	2.0	- 0.3	0.2	0.1
Jul-08	0.6	- 1.1	0.7	- 0.5	- 3.3	- 1.2	0.1	0.8
Aug-08	0.2	- 0.5	0.1	- 0.8	1.4	0.2	0.2	0.5
Sep-08	- 4.6	- 0.8	0.6	0.4	- 2.2	0.2	0.5	0.3
Oct-08	5.8	- 0.4	1.4	2.8	- 0.2	1.1	- 1.1	- 0.2
Nov-08	2.0	0.2	- 0.3	- 1.1	0.1	0.6	2.6	- 0.2
Dec-08	7.4	1.9	0.5	- 3.0	- 1.3	- 1.4	0.0	- 0.2

¹Data Source: Statistics Canada (Employment data from Survey of Employment Payroll & Hours) and BC Stats.

²Data Source: Pannell Kerr Forster and BC Stats.

³Occupancy Rate change expressed as percentage point change.

⁴No identifiable seasonality.

Table 9: Food Services Receipts, Seasonally Adjusted

Period	Food Services and Drinking Places ¹ Receipts (\$ million)					
	BC ²			Canada		
	Total	Drinking Places	Food Services	Total	Drinking Places	Food Services
Annual data						
2004	6,687	604	6,083	40,409	2,595	37,814
2005	6,889	554	6,334	41,818	2,577	39,240
2006	7,371	436	6,893	44,218	2,465	41,754
2007	7,607	482	7,073	45,560	2,379	43,180
2008	7,798	520	7,282	47,553	2,382	45,171
Annual growth rates						
2004	5.8	6.4	5.8	4.8	3.1	4.9
2005	3.0	- 8.2	4.1	3.5	- 0.7	3.8
2006	7.0	-21.3	8.8	5.7	- 4.4	6.4
2007	3.2	10.6	2.6	3.0	- 3.5	3.4
2008	2.5	7.8	3.0	4.4	0.1	4.6
Monthly data						
Dec-07	635	x	x	3,838	192	3,646
Jan-08	651	x	x	3,909	192	3,718
Feb-08	656	x	x	3,909	193	3,716
Mar-08	632	x	x	3,863	193	3,671
Apr-08	648	43	609	3,955	197	3,758
May-08	642	44	598	3,981	198	3,782
Jun-08	649	44	609	3,958	207	3,751
Jul-08	647	40	613	3,950	201	3,748
Aug-08	653	40	610	4,012	203	3,809
Sep-08	649	41	616	3,995	201	3,794
Oct-08	658	43	617	4,026	201	3,825
Nov-08	668	45	624	4,042	200	3,842
Dec-08	645	44	602	3,953	197	3,756
Month-over-month growth rates						
Dec-07	- 1.7	x	x	- 0.4	0.4	- 0.5
Jan-08	2.5	x	x	1.8	- 0.2	2.0
Feb-08	0.9	x	x	0.0	0.6	0.0
Mar-08	- 3.8	x	x	- 1.2	- 0.1	- 1.2
Apr-08	2.5	x	x	2.4	2.3	2.4
May-08	- 0.9	2.2	- 1.8	0.6	0.6	0.6
Jun-08	1.1	0.2	2.0	- 0.6	4.3	- 0.8
Jul-08	- 0.3	- 9.9	0.6	- 0.2	- 2.5	- 0.1
Aug-08	0.9	1.9	- 0.5	1.6	0.8	1.6
Sep-08	- 0.6	1.1	1.0	- 0.4	- 1.2	- 0.4
Oct-08	1.4	4.4	0.2	0.8	0.2	0.8
Nov-08	1.5	5.7	1.1	0.4	- 0.6	0.5
Dec-08	- 3.5	- 3.1	- 3.5	- 2.2	- 1.5	- 2.2

¹Data Source: Statistics Canada & BC Stats.

x = Data currently not available.

²Seasonally adjusted totals are calculated by Statistics Canada; Food Services and Drinking Places receipts are BC Stats estimates and may not sum exactly to provincial totals.

Table 10: Accommodation Classification Definitions

Type	Definition
<i>Hotel</i>	These establishments provide suites or guest rooms within a multi-storey or high-rise structure, accessible from the interior only, and they generally offer guests a range of complementary services and amenities, such as food and beverage services, parking, laundry services, swimming pools and exercise rooms, and conference and convention facilities.
<i>Motel</i>	These establishments are designed to accommodate clients travelling by motor vehicle, and provide short-stay suites or guest rooms, within a one or two-storey structure, characterized by exterior access to rooms and ample parking areas adjacent to the room entrances. Limited complementary services and amenities may also be provided. These establishments typically also feature exterior access to rooms.
<i>Freshwater/Saltwater Fishing Lodge</i>	These establishments provide a range of services, such as access to outpost camps or housekeeping cabins, meals and guides, and they may also provide transportation to the facility, and sale of food, beverages, and fishing supplies.
<i>Vacation Rental</i>	These establishments provide temporary or longer-term accommodation, which, for the period of occupancy, may serve as a principal residence. These establishments may also provide complementary services, such as housekeeping, meals and laundry services. (Also includes housekeeping cottages and cabins. These establishments are designed to accommodate vacationers and may include access to private beaches and fishing.)
<i>Miscellaneous</i>	All other properties not included or classified as above, including campgrounds, work camps, adventure/hunting lodges, bed and breakfasts, guest ranches, and resorts.

Table 11: Urban Centre Definitions

Urban centres (and Census subdivisions/CSDs) are classified into various types, according to official designations adopted by provincial or federal authorities. The type indicates the municipal status of a census subdivision.

Type	Definition
<i>C</i>	City
<i>DM</i>	District Municipality
<i>RM</i>	Resort Municipality
<i>T</i>	Town
<i>V</i>	Village